

State Enhanced Public Education Subcommittee/Workgroup

Meeting Minutes for July 29, 2010

11:00 am – 4:00 pm at

Camp Murray, Washington

Members in Attendance:

Dan Hally, Asotin County, Chair

Kate Rico, Lewis County, Vice-Chair

Brandon Schmidt, Kittitas County (KITTCOM)

Mike Shannon, Spokane County

Tina Bobbitt, Walla Walla County

Brandy Bledsoe, Kitsap County

Dale Wilson, Benton County

Aric Cothren, Wahkiakum County

Jennifer Wood, Grant County (MACC)

Terri Sebree, Ferry County

Kayreen Lum, King County

Katie Gillespie, Pierce County

Rosanne Garrand, State EMD

Stacey Garcia, Yakima County (SUNCOMM)

Jennifer Purkeypyle, Skamania County

Members in Attendance via Conference Bridge:

Kay McKellar, Chelan/Douglas County (RiverCom)

Susan Waltz, Whitman County (Whitcom)

Kari Roll, Island County

Melody Hirsch, Garfield County

Jennifer Baker, Franklin County

Vicki Thoroughman, Snohomish County

Guests in Attendance:

Helen Terry, Grant County (MACC)

Charli Dittman, Grant County (MACC)

Maureen Ackerman, Pierce County

State E911 Office in Attendance:

Lorri Gifford and Kim Wilson

Welcome and Introductions:

The Chair, Dan Hally, welcomed everyone and introductions were made.

Approval of Last Meeting's Minutes:

The minutes from the May 13, 2010 meeting were approved as written with no changes.

Updated:

October Meeting:

The October meeting is scheduled for October 21st. Kay McKellar has volunteered to host it at the Wenatchee Police Department. More information will be sent out after the September Meeting.

"What's Your Location?" statewide campaign update:

- There was reorganization within EMD's Director's Office External Affairs section, which is where the public education program falls.
 - Wendy Freitag is the new supervisor of this section. She likes the E911 public education ideas.
- Lorri and Rosanne have designed a whiteboard and sticker with the "What's Your Location?" idea.
 - These were designed for homes with the idea of being a message board for guests, babysitters, etc. Would like more feedback on this idea.
 - The thought process behind the sticker is it inexpensive and it keeps the cost down.
 - LuAn thought this was a great idea.
 - Would like to add an emergency contact name and phone number, as well as the Poison Control Hotline number.
 - Asked for any other important phone numbers to add
 - Some counties have many different area codes; need to take this into consideration and make an area for this.
 - Better to keep the information which is needed. Keep address and phone number information.
 - Make changes to non-emergency and personal contact information.
- Map still has some minor corrections still needing to be made.
 - Emergency Management is paying for half, which means one side will have 9-1-1 information and other side will have EM information.
 - Need to get final map to Dept. of Printing soon.
- School Poster – Need to get input from schools to ask if the posters have all information the schools would like to see on posters.
 - This will be added to next meeting's agenda
 - Katie Gillespie willing to share her experiences on what difficulties/successes she has learned from schools. She has volunteered to put together a Procedure List for schools for the group to use.

Facebook Page:

- Kay has been working really diligently at learning the tools of Facebook. She has been busy, but is attending a class.
 - Has started her own personal Facebook account as well as Washington State 911.
- The group viewed the page; this will be listed as an organization.
 - In order to upgrade the page, need to have at least 25 fans.
 - Have encouraged anyone who has a Facebook account to become a fan of Washington State 911. Once our Facebook admin group sends the link we should then “become friends” in order to get this upgrade.
- Kay needs to get everyone on the committee involved.
 - The committee members are: Melody Hirsch (Garfield County), Kate Rico (Lewis County), Cathy Field (Mason County), Dale Wilson (Benton County), and Brandy Bledsoe (Kitsap County).
 - All social media discussions need to take place with supervisors.
- The name needs to be changed to 9-1-1 Washington State, and add the “What’s Your Location” logo to the page.
 - This will prevent the page from being associated with the State of Washington and becoming a political dumping ground.
- Any suggestions for the page can be sent to Lorri and she will be happy to forward them to Kay.
- Reminder: Facebook is subject to public disclosure.
 - Dan will send Kay and the committee a template for logging what is added and removed for the Facebook page.

Website:

- Do not want to go through DIS as they are too expensive.
- Was hoping EMD’s webmaster, Kim Michel, could help as she already has access to children’s games and can be the Administrator to the site.
- Wanted to have a website separate from EMD site (There is a group feeling is EMD site is not user friendly), but with a link within the state’s system.
 - From the state’s perspective; the state will not contribute to anything hosted outside of the state.
- To have a basic website hosted by CableOne would cost approximately \$600.00.
 - Problem is trying to figure out how to fund this.
 - One suggestion was every county could add \$50.00 from Public Education to help cover this cost and have a host county. The host county would not have to pay because of the amount of work involved.
 - Counties would submit to designated county’s admin to add content.
 - Would have to follow that particular county’s web policies.
 - This would only be a Plan B.
- Kay is looking into getting feedback from a contact she knows who works on website for the Fire Department in her county.

Update on Federal Funding Proposal:

- Have only received six letters. Should have Letters of Support from every county.
- Members are asking for a deadline date to take back to supervisors to get them moving on the letters.
- Need to push to get the letters to make this work.
- Encouraged the group to use the Talking Points to push the response for getting the letters returned.
- Dan has been working hard on getting the statistics.
- Dan is asking for help with writing the budget. This would include everything the grant would fund.
- To enhance funding, would like to fund/sponsor a training conference on stalking and domestic violence for crime victim. Training would include information regarding the use and capabilities of 911 systems. Target is the recipients of the free cell phones for victims of domestic violence. Training could also be converted into a video for distribution as a DVD and loaded on to the website.
 - Idea would be to load this training onto the website and have available in DVD format also.
 - Support materials would include cell phone charms with logo (would like to add in Spanish also)
 - Need to show how funding would be successful
- Under goals and objectives – providers would be made aware of how to support this message.
 - To increase funding match; counties could add public education dollars.
- Looking for volunteers to price the cost of PSAs.
 - Kay sent out emails already to local radio stations requesting this information, she will send this information to Dan.
 - Kayreen has a meeting with KING5; she will bring her information back at next meeting.
 - Grant County has volunteered to look into this information in their area
- Anyone who has information about budget items for Funding Proposal, send to Dan.
- Website startup and maintenance costs can be added to budget/grant.
- Group is going to do a competition: Who can collect the most Letters of Support?
 - The prize would be a hand sketched “Wanted Poster” by Dan who also happens to be a forensic sketch artist.

Corporate Funding/Fundraising:

- Dan is going to send a questionnaire out to what each county would need.
 - Any creative suggestions should be emailed to Dan.
 - To avoid a conflict of interest, it is recommended to stay away from corporate vendors. Political figures, Agency Department managers, Health Department, etc. would make the greatest impact.

Public Education Materials in Warehouse:

- Kim gave an update of the amount of items which were in the warehouse.
 - When started push for cleaning out warehouse, there were 72 pallets. Down to 38 pallets. Still need to move these items.
 - EMD (Rosanne) is going to be ordering material to help move/clear out brochures.

Best Practices:

- Would like to see a guide for new Public Education Coordinators. This would them more credibility.
 - May want to bring Barbara Thurman in for this.
 - Some of the counties may have worked with Barbara on this in the past and may only have to make additions to their guidebooks.
 - Should this be something to be done at meetings with focusing on one particular topic at each meeting? Others can share and give ideas on the topic.
 - Ideas to incorporate into the guidebook:
 - How to get into schools? Who do you contact to do this?
 - What works? What doesn't?
 - How to follow up and measure success of presentation?
 - Include ideas for school age programs thru senior programs.

Message from LuAn:

- LuAn wants everyone to think about the powerful message formula of Threat=Response.
 - Sent an email to Lorri wanting to get everyone to start thinking about this message. Lorri will send out the verbiage of what she meant.

Public Education Newsletter:

This will continue to be circulated every other month. Everyone needs to send their stories to Lorri. The next one will be coming out in August.

Cell Phone Sally Update:

- San Juan County has ordered a costume.
- The Texas state office wants to make sure she is being used appropriately.
- The group is curious to see how she is received locally.

Group Comments:

- Pagdiriwang 2010 Festival – they did not want people according to Kayreen. They were only looking for give-a-ways.
 - Need to make sure when a request for a booth comes in from an organization outside the county that it is sent directly to the Public Education Coordinator with in the county to work directly with them so this confusion doesn't happen again.

The next meeting is scheduled for September 17, 2010 at Camp Murray. It will be held upstairs in Building 20-B in the Earthquake Room, starting at 10 am.

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